



NEXT announces science of human performance and well-being pioneer, Jack Groppe as new Chief Science and Well-being Officer

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NEXT Integrative Minds Life Sciences Ltd. is proud to announce and introduce Jack Groppe as Chief Science and Well-being Officer.

Toronto, Canada: Beginning in the 1970s through to today, Mr. Groppe has dedicated himself to the science of human performance and to sharing the knowledge he has gained, for the betterment of all.

As a co-founder of the Human Performance Institute In 1992, Jack has sought to advance the science and practical application of human performance and well-being improvement techniques. He has trained professional athletes and coaches in over 25 sports as well as CEOs of Fortune 500 companies, executives, managers, employees, and hundreds of coaches and trainers, from numerous industries.

“I always felt that something innate was preventing most people from changing specific aspects of their performance and well-being. I always knew that someday, this link would be found, and it would change the world, but I just honestly didn’t think it would be in my lifetime. That missing link is a new behavior-change frontier called neuro-literacy,” Groppe said.

Neuro-literacy is our ability to understand how our brain works and how to make it work better using our mind. It provides a new non-clinical ability to overcome our internal self-barriers – the unique, deeply ingrained thoughts, emotions, conditions, and behaviors that impede our performance, impair our well-being, and prevent us from thriving and realizing our full potential.

“At NEXT Integrative Minds Life Sciences, we’ve pioneered training programs and a lifelong support system that marry decades of neuroscience with proprietary technology to unlock the potential of neuro-literacy for all. After a career that has been dedicated to human performance and well-being, it is an honor for us to introduce Jack Groppe as our new Chief Science and Well-being Officer,” said David Folk, Cofounder and CEO of NEXT.

The NEXT training programs and lifelong support system marry decades of neuroscience with proprietary technology to unlock the potential of neuro-literacy for all. The NEXT System™ provides both a neuro-literacy-based personal-performance-improvement and lifelong-learning platform for end-users and an open innovation-and-publishing platform for thought leaders, innovators, engineers, scientists, practitioners, and content owners working to create evidence-based products and services that are more effective, available, and widely used.

Created by a team of experienced innovators, scientists, practitioners, social entrepreneurs, and thought leaders whose lived experience led them to understand the profound need for neuro-literacy, the NEXT System™ is designed to facilitate the rapid democratization of neuro-literacy.

To learn more about neuro-literacy and NEXT, please visit the [link here](#).